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WHAT IS CLAIMED IS:

1. A fixture for insertion into a gypsum board wall to enable pictures and the like to be hung therefrom comprising:

5 a metal strip bent in a Vee to provide a first leg and a second leg, said first leg functioning as an anchor and said second leg functioning as a hanger; said second leg terminating in a hook; and said first leg being arcuate with a center of curvature substantially at the center of curvature of said hook.

10 2. A method for inserting the fixture of claim 1 into a gypsum board wall comprising the steps of:

rotatably supporting the hook of said second leg so that its center of curvature is disposed at a point outwardly from the wall at about the distance of the radius of curvature of the first leg; and

15 driving said first leg into the wall.

3. An installation tool for the fixture of claim 1 comprising a body and a driver;

20 said driver comprising a rod terminating at its distal end with a push surface;

said body having a face adapted to be urged against the surface of the wall;

said body having a bore and a cavity formed therein along an axis perpendicular to said wall to receive said driver and said fixture, respectively;

25 said cavity being formed to provide a shoulder at the base thereof in which the hook of said fixture is captured and pivotally supported when said body face is urged against said wall;

said cavity being further formed to constrain said fixture therein with the distal end of said first leg pointed at said wall;

30 said push surface being disposed to abut said fixture; and

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impact means for driving said driver and said push surface against said fixture to progressively drive said first leg into said wall along an arcuate path.